



City of Somerville

URBAN DESIGN COMMISSION

City Hall 3rd Floor, 93 Highland Avenue, Somerville MA 02143

DESIGN REVIEW RECOMMENDATION

350 Assembly Row

February 11, 2022

The Urban Design Commission (UDC) met virtually via GoToWebinar on November 9, 2021, November 23, 2021, and December 14, 2021, to review a **7 Story Lab/Office Building** proposed at 350 Assembly Row in the Assembly Square Mixed-Use (ASMD) zoning district of the Assembly Square neighborhood of Somerville. The purpose of design review, as established by the Somerville Zoning Ordinance, is for peers in the professional design community to provide advice and recommendations during the schematic design phase of the architectural design process. In accordance with the UDC's adopted Rules of Procedure and Section 15.1.4 Design Review of the Somerville Zoning Ordinance, this recommendation includes, at least, the following:

1. Identification of the preferred schematic design option
2. Identification if applicable design guidelines are satisfied
3. Guidance and recommended modifications to address any design issues or concerns

Design review was conducted over the course of three meetings and the Commission guided the Applicant through various recommendations and suggestions to the applicants preferred façade design concepts. Recommendations that were incorporated into the design through the review process included the following:

- Minimize the apparent height of the mechanical penthouse by using a massing and cladding concept similar to that of the building itself.
- Differentiate the retail and commercial ground floor from the rest of the building.
- Use lighting design to create the illusion that the penthouse has been reduced in height.

Following a presentation of the design by the Applicant and review of the design guidelines for the Assembly Square Mixed-Use (ASMD) district, the Commission provided the following final guidance and recommended modifications:

- Provide additional articulation of the massing and setbacks to further minimize the apparent height of the mechanical penthouse.
- Restrict illumination at the penthouse level.
- Adapt the design at the building corners to incorporate design elements from surrounding buildings.
- Final storefront designs will be approved via their own Site Plan Approval process.

- Provide an onsite mockup of materials for review by members of the UDC and Planning Board

The Commission voted unanimously (3-0) to recommend approving the applicant's preferred schematic façade option, voted unanimously (3-0) that all design guidelines for the Assembly Square Mixed-Use District were met, and voted unanimously (3-0) to incorporate the additional design guidance listed above.

Attest, by the voting membership:

Tim Talun
Deborah Fennick
Andrew Arbaugh
Frank Valdes

Attest, by the meeting Co-Chairs:

Sarah Lewis
Luisa Oliveira



Sarah Lewis,
UDC Co-Chair
Director of Planning & Zoning

APPLICABLE DESIGN GUIDELINES:

Assembly Square Mixed-Use (ASMD)			
LANGUAGE	SATISFIED?	PRIORITY?	NOTES
Facades should be vertically articulated into a series of Architectural Bays no wider than thirty (30) feet.	YES (3-0)		
Architectural bays should be derived, in general, from the building's structural bay spacing.	YES (3-0)		
Architectural bays should have piers (flat wall), pilasters, or columns that either extend all the way to the ground or to the cornice and sign band of ground level storefronts frames.	YES (3-0)		
Architectural bays should align, in general, with individual or groups of storefronts and lobby entrances.	YES (3-0)		
The location, alignment, and massing of residential towers should limit the obstruction of desirable views from inside dwelling units and increase the actual or perceived distance between towers.	YES (3-0)		

Assembly Square Mixed-Use (ASMD)			
LANGUAGE	SATISFIED?	PRIORITY?	NOTES
Ground story commercial spaces should be dedicated to uses from the Retail Sales, Food & Beverage, or Commercial Services use categories to encourage pedestrian activity.	YES (3-0)		
Multiple and frequent entrances oriented toward front lot lines are encouraged.	YES (3-0)		
Ground story commercial spaces should take advantage of views of the waterfront and other open spaces, and add a street front presence to public thoroughfares and sidewalks.	YES (3-0)		
Development surrounding open space should result in a net benefit to the space in terms of activation, enhanced quality and attractiveness, expanded use, and public access.	YES (3-0)		
The selection of materials, fenestration, and ornamentation should result in a consistent and harmonious composition that appears as a unified whole rather than a collection of unrelated parts.	YES (3-0)		
The type and color of materials used for a building should be kept to a minimum, preferably three (3) or fewer.	YES (3-0)		

Façade Evolution



Foley Street - 11/9/21

- Perspective on Revolution Drive



Revolution Drive – 11/9/21

- Perspective on Foley Street



Foley Street – 12/14/21

- Perspective on Revolution Drive



Revolution Drive – 12/14/21